January 21, 1972

TO: Board of Directors of T. I. T. L.

FROM: William L. Steele

SUBJECT: Test Results for Market Sample No. 10

Enclosed are the test results for the latest market survey (Market Sample No. 10). The data for filter cigarettes, when compared with those reported in April 1971, show an average difference of -0.3 mg/cigt. for "tar" and -0.04 mg/cigt. for nicotine. These differences are significant at the 5% confidence level.

Unfiltered brands were tested using both rubber sleeves and dental dam. Mean differences were 1.0 mg/cigt. "tar" and 0.02 mg/cigt. nicotine for the sleeves. Differences for dental dam were -1.3 mg/cigt. "tar" and -0.08 mg/cigt. nicotine. Only the nicotine with sleeves is not significant. These data are believed to reflect the amount of damage to cigarettes during smoking with the sleeves doing the least and heavy dental dam the most.

The results of testing individual brands for significant changes in "tar" and nicotine are attached. The plus or minus signs indicate the direction of change from nine to ten. Whether these differences have any practical significance is unknown.

Ranking of the brands by ascending "tar" values follows the F. T. C. scheme, which is by increasing values after rounding to one decimal place. Tie breaking is by

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lowest "tar" confidence interval, lowest nicotine, lowest nicotine confidence interval, and finally alphabetically.

Sincerely,

William L. Steele

WLS:css

Board of Directors of T. I. T. L.
Dr. William W. Bates
Mr. Edward S. Harlow
Dr. Ivor W. Hughes
Dr. Murray Senkus
Dr. Alexander W. Spears
Dr. Helmut Wakeham

Copies to:
Dr. W. B. Bennett, Jr.
Senator Earle C. Clements
Mr. W. Brooks George
Mr. Thomas W. Holley
Mr. Horace R. Kornegay
Mr. Allan Topol

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